

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

TOB2221 – ORGANISATIONAL BEHAVIOR

(All sections / Groups)

10 MARCH 2016
2.30 P.M. – 4.30 P.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of 3 printed pages with 6 Questions only.
2. Attempt **FIVE** out of **SIX** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the Answer Booklet provided.

Question 1

- (a) Define the terms “organisation” and “organisational behavior”.
[2 marks]
- (b) Explain **three** benefits of studying organisational behavior.
[3 marks]
- (c) What is the MARS model and why do we need it?
[1 mark]
- (d) Explain the four components of the MARS model.
[4 marks]

Question 2

- (a) Define and describe self-fulfilling prophecy cycle with an example.
[5 marks]
- (b) A manager suggests that stereotype is a necessary part of working with others.
Discuss the merit and problem with this view.
[2 marks]
- (c) Explain three workplace stressors.
[3 marks]

Question 3

- (a) List and briefly explain **six** features of the “SMARTER” effective goal-setting.
[3 marks]
- (b) Identify four ways to improve reward effectiveness. Explain.
[4 marks]
- (c) There are four broad categories of organisational culture artifacts. Select any three categories of these organisational culture artifacts and give one example to illustrate the category respectively.
[3 marks]

Continued

Question 4

- (a) Differentiate the four causes of escalation of commitment in decision-making. [4 marks]
- (b) Illustrate and explain the creative process based on the Creative Process Model. [4 marks]
- (c) As the manager for a multinational corporation, you are required to manage your team of regional supervisors across seven geographical regions in Malaysia. Identify two factors that will increase the successful operation of your virtual team. [2 marks]

Question 5

- (a) List two benefits and two limitations of an organisational grapevine. [4 marks]
- (b) Give two reasons why spoken communication is more persuasive. [2 marks]
- (c) Explain four types of influence in workplace. [4 marks]

Question 6

- (a) Is conflict good or bad in workplace? Why? [2 marks]
- (b) What are the three elements of organisational culture? Explain the characteristics of these elements. [3 marks]
- (c) As a fresh graduate, you aim to become a leader in your career. Identify and elaborate two leadership competencies that you can cultivate in yourself towards that direction. [2 marks]
- (d) Give three reasons why employees resist organisational change. [3 marks]

End of Paper.